

WHAT IS CLAIMED IS:

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1. An interactive merchandising system, comprising:
a user interface;
a communication device;
an audio player;
a rider buffer;
a main processor receiving a programming signal and a rider signal and directing
said programming signal to the audio player and storing the rider signal in the rider
buffer;
an ordering interrupter;
wherein upon receiving a command from the user interface, said ordering
interrupter instructs the communication device to establish communication with an
ordering center, and places an order corresponding to the rider data.
 2. The system of claim 1, further comprising an ordering memory having ordering data
stored therein.
 3. The system of claim 1, wherein said programming and rider signals comprise radio
transmission.
 4. The system of claim 1, wherein said programming and rider signals comprise data
transmission.

5. The system of claim 1, wherein said communication device comprises a cellular phone.

5 6. The system of claim 1, wherein said communication device comprises a modem.

7. A method for soliciting and receiving for merchandise, comprising:

transmitting a programming signal; and

transmitting a rider signal comprising a rider ID and a merchandise code.

10 8. The method of claim 7, wherein said rider further comprises ordering contact data.

9. The method of claim 7, further comprising establishing a channel of communication with a recipient of the programming signal and obtaining a merchandise order corresponding to the rider signal.

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10. A method for merchandise order placement using a system having an audio part, comprising:

storing in said system personal ordering information;

receiving a programming signal in said system and sending the programming

20 signal to the audio part;

receiving a rider signal in said system and storing said rider in a rider buffer;

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upon receiving an ordering command, establishing a communication channel with an ordering center and placing an order corresponding to said rider and said personal ordering information.

- 5 11. The method of claim 10, wherein said step of establishing a communication channel comprises establishing connection over a telephony system.
12. The method of claim 10, wherein said step of establishing a communication channel comprises establishing connection over a computing system.